

INDUSTRIAL ORGANIZATION (CLEM, 2009-2010)

FRANCO MOSCONI

[30 H. – 2nd term/Second semester]
[Wed. 16-18; Thu. 9-11; Fri 9-11]

Level

Undergraduate

Objectives

The main objective of this course is to re-examine the most classic issue of the studies of Industrial Economics (IE), i.e. the relation between «size» and «concentration» of the market. A second objective is to offer methodological tools for the analysis of productive sectors (or industries). In both cases, the «single European market» will be the reference point.

Pre-requisites

A good knowledge of microeconomics

Contents

The «Harvard School » (E. Mason and J.Bain): the traditional paradigm of IE in the Forties (Structure-conduct-performance, S-C-P) and its subsequent evolutions; The «Chicago School» of G. Stigler (Sixties); The «New» IE: market mechanisms and strategic behaviour (A. Jaquemin, Eighties); The «review» of J. Sutton (Nineties): the role of product differentiation and of «sunk costs» (investment in advertising and R&D); The new European oligopoly: some evidence; SMEs, «clusters» and industrial districts; Public regulations and competition policy.

Course Books/Bibliography

[1] D. W. CARLTON, J. M. PERLOFF, *Organizzazione Industriale*, 2^a ed., Milano, McGraw-Hill, 2005;
[2] A «Syllabus» with other readings in *Economia e Politica Industriale*, edited by the Chairholder, will be made available at the beginning of the course (Spring 2010) and in the homepage of Professor Mosconi at the following web address: <http://www.cattedramonnet-mosconi.eu>.

Methodology

Class sessions, Seminars and Guest lectures.

Grading

Written exam